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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, AUGUST 9, 1893.

No. 6.

HE WHO RUNS

Cannot read in this hot weather ; he cannot do anything if he runs ; he cannot run ; but—

YOUR ADVERTISING!

It should not lag in California. There are no heated terms there. Business is brisk in all seasons—no "tired feeling." Even one-lunged Yankees in California are peart, and will trade saddle-horses with you before breakfast—to your sorrow later on.

The trade-winds keep it cool. An open sealskin jacket is a lady's habit all the year round in San Francisco. There are no Newports, Bar Harbors, Long Branches, Buzzard Bays nor Naragansett Piers. Beaches are rare indeed, but the rugged bluff faces the Orient and defies Old Ocean for a stretch of 3,000 miles. To take a plunge into the frigid Pacific, even in August, would chill you to the marrow. People take their outing in the mountains (they that take any), to the Redwoods, or through Yosemite, or in the shades of the same mighty forest trees which sheltered the migrating Indians a thousand years before Columbus sailed from Palos. He who runs your advertising just

TELL HIM THIS

before you go on your Summer vacation. Tell him briefly that the time to advertise in California is all the time ; tell him to

PUT IT IN THE

San Francisco Examiner

AND KEEP IT THERE.

Never-let-up in California is the rule, and to leave out **THE EXAMINER** is to leave out California.

EASTERN OFFICE:

186 & 187 World Building, New York.

Too Hot

to work it is often, but never too hot to read. Readers of advertisements become buyers of the articles advertised.

Not always immediately after the reading, but some time.

The hot weather reading will produce cold weather buying.

The desire created must be satisfied, and it surely will be.

The 1400 Local Weeklies of the Atlantic Coast Lists are read, and carefully too, all the year round. They are papers subscribed and paid for, and have a solid value to their readers.

They reach, every week, one-sixth of all the country readers of the United States.

One order, one electrotype, does the business. Catalogue and estimates upon application.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

NEW YORK, AUGUST 9, 1893.

No. 6.

MR. GEORGE F. SPINNEY,
THE PUBLISHER OF THE NEW YORK
"TIMES."

The recent advancement of Mr. George F. Spinney from managing editor of the New York *Times* to publisher and business manager of that paper is a sort of step rarely witnessed in big newspaper offices. As is well known, "up-stairs" and "down-stairs" in newspaper offices have little in common, and a change from one department to the other is so seldom successful that it is not often attempted. It is, however, interesting to learn that since Mr. Spinney has assumed the business management of the *Times* its business has decidedly improved, its circulation has increased, and notwithstanding the present dull condition of the advertising world, it is now running more columns of advertising a day than during the corresponding months of previous years. This success in an entirely new field is characteristic of Mr. Spinney. He has passed through the different stages of newspaper work, and in each one has been a surprise to those who have had an opportunity of observing him. At the time he attracted attention to himself as a legislative correspondent it was thought that he was suited only for that peculiar work, but when the responsibilities of managing editorship were

subsequently placed upon his shoulders it was found that he was equally well adapted to the more important position. Mr. Spinney seems to have arisen from the smallest beginning entirely by merit and hard work. He has been compelled literally to "kick his way" onward and upward.

George Franklin Spinney comes of old New England stock. He was born at Great Falls, N. H., July 9, 1852, which makes him now 41 years old. His father was a mechanic and the son's only schooling was had between the years of 7 and 17. It was when he was only 17 that he determined to start out in life for himself, and went to Boston, where he learned the printing trade in the offices of C. A. Swan and L. B. Wilder & Co.



MR. GEORGE F. SPINNEY.

After having been in Boston three years he came to New York and secured work as a printer on the *Sunday Era*. He abandoned the foremanship of that paper for the position of reporter on the Brooklyn *Argus*. There he remained until the paper died in 1877. The Brooklyn *Argus* was the paper started by Demas Barnes, the well-known patent medicine man, who knew much more about advertising than he did about journalism.

After the *Argus* went out of existence Mr. Spinney did general work as a reporter on the Brooklyn *Union*,

and later acquired possession of the *South Brooklyn News*, which he humorously describes as "a weakly." On this paper he worked during the day, and at night he assisted Joseph C. Hendrix, of the New York *Sun*, at Brooklyn police headquarters.

In February, 1879, he joined the reportorial staff of the *Times*, and in 1881 he went to Albany as second man under the late Augustine Snow. It was then that he developed his ability as a political writer, and later, when he was placed in charge of the Albany department, he commenced the fearless attacks upon corrupt legislation that have gained for him such bitter enemies as well as warm friends.

As an example of Mr. Spinney's newspaper enterprise it may be mentioned that on Jan. 17, 1882, he was aboard the train which was wrecked at Spuyten Duyvil, on which occasion Senator Wagner and six others were killed. Mr. Spinney succeeded in extricating himself from the wreck, and did such good service in rescuing others that the State legislature passed appreciative resolutions, the only instance on record where such an honor has been conferred upon a newspaper man. But the excitement of the moment did not cause him to lose sight of his duty to his paper. Although the accident occurred at eight o'clock, and he was twenty miles distant, with all railway connection blocked, he succeeded in reaching the office in time to get two columns in next morning's paper.

As an Albany correspondent he acquired his greatest distinction. An associate says of him: "Mr. Spinney showed himself to be head and shoulders above others covering the same field. He is a brilliant and versatile writer. Personally he impresses one by the strength of his character, his loyalty to his friends, and his unrelenting hatred toward his enemies."

During the seven years that he served as Albany correspondent of the *Times*, his dispatches were characterized by strong denunciations of official dishonesty, and it is said that at every session of the legislature he attended some motion of censure or motion to expel him from the floor was introduced. Several times he was "investigated" by legislative committees, who, curiously enough, investigated newspaper men, instead of investigating themselves.

After the election of 1888 Mr. Spinney became managing editor of the

Times, succeeding John C. Reid. Upon the sale of the paper by Mr. Jones, April 1, 1893, Mr. Spinney became the publisher. He has not introduced any radical changes. The body type has been enlarged, and pictures made a feature, and an impetus has been given to the advertising and circulation departments during this dull season that bodes well for the future of the *Times*. Mr. Spinney is in hearty sympathy with the present National Administration. He was one of the first to foresee, in 1882, that Mr. Cleveland was a presidential possibility, and the President is a subscriber and steady reader of the *Times*, as well as a personal friend of Mr. Spinney, who represented the *Times* in Albany when he was governor.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, July 22, 1893.

I understand that preparations are being made for testing this market thoroughly with Hood's Sarsaparilla. Mr. Colver Gordon is in London, making the preliminary inquiries, and the business will probably be heard from in a little while. Whatever is done will be done thoroughly and on a good scale, but there has not been anything definite settled.

* * * * *

There is no sarsaparilla at present very widely advertised in England, and if this is the right country for sarsaparilla at all, there is certainly lots of room for a good American article. You can get a mixture—I have never been courageous enough to taste it, but they call it sarsaparilla—at one or two places in London, and there are men who make a business of going about with a tank-van and horse, and visiting different towns, selling, by the glass, a couple of preparations that they, no doubt, make for themselves, under the names of Sarsaparilla, simply, and "Sarsaparilla Wine." Some one said that they won't sell you more than one glass, for fear you might die in the more immediate vicinity of the van, but this, I think, is an exaggeration of their caution. There is a very old-established preparation which practically gets all the trade there is of a serious kind—for the casual sales above-mentioned hardly count—and that is Dr. Jacob Townsend's Sarsaparilla, which is sold in bottles of lib-

eral dimensions. The eleven-shilling size is a portentous object indeed. I have been told that this article has a very fair sale, but it is not advertised to any great extent now. No doubt a demand for sarsaparilla could easily be worked up by good advertising, and that, probably, without cutting into the sale of Townsend's very much either, because it would be, to a large measure, a new demand—I mean people would be taking the new sarsaparilla that did not think they needed sarsaparilla before at all. A good deal, I should say, depends on the way the advertising is done.

Some goods make a success on what looks like very thoughtless and poor advertising. Probably this is occasioned partly by superiority in quality of goods, or by their occupying more or less of a monopoly position; and, anyway, it does not follow that they would not sell better still if better and more consistently advertised. On the other hand, one now and then hears of advertising being decidedly improved, and results incontinently going down immediately after, which is one of the mysteries of advertising.

As a matter of fact the point of view counts for a good deal. It is very difficult for a man on the selling side of the counter to adjust his mental attitude so that he can understand the way a thing affects not the one man, but each or the average of the vast public of people—men and women, too—on the buying side. The more the man is an expert, or an ad-builder, or whatever the latest slang is, the less he is likely to be able to so adjust his own subjectivity. It is really important. If you can get to feel how a thing will affect a disinterested reader of the newspapers, you always know how to have him. Such knowledge will be less easily acquired, if I may offer my own experience in the search, by a con-

templation of one's own feelings, and an endeavor to screw one's self round to the other kind of man's attitude, than by close observation of unbiased people and careful questioning, but always of an indirect kind. It will not do any good to ask for a direct opinion about an advertisement; I mean, you must get round it. The ordinary man has ideas about advertising, however—only they don't go for much. And, by the way, not at all *apropos* of this question, it is curious to note how amateur advertising—I mean the voluntary suggestions that every one gets—when not directly imitative, almost always runs on one of two lines, namely, allegorical pictures and poetical quotations, as a rule not of the really familiar and useful kind.

The way free advertising is sought sometimes is illustrated by the following circular, which reaches me by post, presumably in the interests of PRINTERS' INK. I have not the least idea who O. P. Q. Philander Smiff may be, but I think it is "playing it rather low down" for the *Figaro*, even in its decrepitude, to seek gratuitous publicity on such lines.

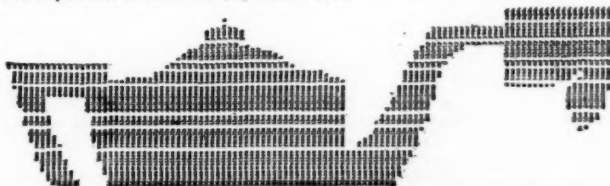
74 STRAND, W. C., July 11, 1893.

The editor of the London *Figaro* would be greatly obliged if you would insert the following paragraph in your paper:

O. P. Q. PHILANDER SMIFF.

O. P. Q. Philander Smiff, the famous humorist, has rejoined the staff of the London *Figaro*, in which periodical all the works he has hitherto written (including the Comic History of England) have first appeared. It is some years since O. P. Q. P. S. last wrote for the *Figaro*, but in future contributions from his pen will appear weekly.

It will be perceived that the accompanying piece of type-torture is remotely suggestive of a teapot pouring out into a cup. Some papers, which will not admit blocks, insert, it appears, such abominations as this. Let me hasten to admit its ingenuity, however.



Example of Type-torturing. Reduction of Mazawattee tea ad. Invert to read.

READY-MADE ADVERTISEMENTS.

Original Suggestions From Various Contributors.

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

For any business—(By W. H. Eastman).

CUT OUT THIS TICKET.**NEW YORK CENTRAL R. R.**

WILL TAKE YOU FROM

BLANKVILLE

TO

NEW YORK

38540
if you pay your fare. But if it is Dry and Fancy Goods that you want, you can save your fare and your time by calling at our store and making your selections from our large stock of choice goods, which we are selling at New York prices.

JONES & BROWN.

For Shoes—(By E. A. Blackmer).

Bare Feet

are natural, but not very dressy. A well-dressed foot is about half of the "well-dressed effect" of any man. The GROTTO SHOE, made and sold exclusively by us, looks stylish, fits perfectly and wears and wears, keeping its shape to the last. We make over a thousand varieties, and no foot ever came into our store which was not perfectly fitted. And then its price:

GROTTO SHOE CO.,
31 State St.

\$3.00

For a Haberdasher—(By Sidney C. Lewis).

FOR HOT WEATHER

THERE IS NO CURE.

WE CAN HELP YOU

GRIN

AND BEAR IT.

HERE'S OUR

PRESCRIPTON:

Straw Hats—Appropriate Neckwear—
Negligee Shirts—Belts—Cool Outer
Wear—Right Sort of Underwear—
Hose Supporters—Tan Shoes—White
Vests.

SMITH & JONES, MAIN ST.

For Soda Water during a hot spell—(By Jed Scarboro).

A BOILED OWL

feels about as comfortable as most people these sizzling, simmering, sultry summer evenings, but all may be refreshed and revived by calling at COOLIE'S for a glass of his fine-flavored soda.

It Tickles the Taste**With a Toothsome Twang,**

sends a delicious chill through every nerve, and leaves the patient as cool as the proverbial cucumber.

For a Baker.

THE**BEST****BREAD****MAN**

in this city is Crust the Baker. He kneads good bread for all who need good bread, and "takes the cake" for making the choicest confectionery. Whenever you are not busy, and feel inclined for a loaf, don't forget to call on Crust the Baker—

THE**BEST****BREAD****MAN.**

For a Druggist.

**When
the Doctor**

is called to see a member of your family who is ailing he generally writes a prescription and requests that you have it filled.

It is necessary to the speedy recovery of the patient that the prescription be carefully compounded from the purest and best drugs. We give our attention and skill to the compounding of physicians' prescriptions (of whatever school), and allow nothing to enter into their composition but what is known to be fresh, pure and reliable. If we do not have the material in stock to fill a prescription properly we will tell you so frankly, and you can choose between going elsewhere or waiting till we obtain it, as we consider our reputation of far more value than the money we can make on any prescription or any customer. Let us prepare your prescriptions.

J. A. SMITH & CO., DRUGGISTS.

For a Clothier.

A MAN'S MISERY

When he sits down and feels that his trousers are making the size of his feet more conspicuous by their fiendish endeavor to gradually crawl to his knees, is better felt than told.

IT'S AWFUL

And what are you going to do about it? That's easy enough. Get into the style by getting into

The King Trousers.

WEAR A PAIR.

For Furniture.

Does your Parlor Suite
suit your parlor?

Isn't it a trifle faded—
just a little *passee*?

Doesn't it bear the signs
of time and use?

And it doesn't harmonize
with the carpet?

Or the new wall paper
you have just got?

Isn't it time you had a
new Parlor Suite?

We do not mean to be
personal, but really—

Don't you *know* you want
a new suite?

Better call in and see our
stock in that line.

We can serve you from
\$30 to \$300 and up.

CREDIT & CASH,

Reliable House Furnishers.

For Real Estate.

BE HAPPY WITH YOUR LOT!

And you will be if you buy it from us
in the beautiful Rising Rock
Park, the newly advertised
residential neighborhood,
7 miles out on the
North-Eastern
Railroad.

MONTHLY PAYMENTS
The
purest
and healthiest
air, magnificent
scenery, perfect drain-
age, gas and water. Handy
to Churches, Schools and Stores.

PICK, SPADE & BARROW,
Real Estate Agents.

For a Carpet Dealer.

6 CARPET CHANCES

(Monday, Tuesday, Wednesday,
Thursday, Friday, Saturday).

Next week we are going to offer some special

Bargains in

BODY BRUSSELS.

Count yourself fortunate if now's the time
you've chosen to furnish a new house or re-
cover old floors.

Come early to-morrow morning—pick out a
carpet—find out our prices—they'll surprise
you.

SMITH & JONES.

For Dry Goods.

The Daughters of Eve Inherited Curiosity,

and all women are more or less curious about
the fashions in feminine finery.

Sea-side suits are now in great demand, and
the styles are as various as the materials. The
dressmaker's art has been exhausted in pro-
ducing these pretty creations, and our store
is filled to overflowing with summer gowns
that run from \$4.00 up to the hundreds.

Style, make and material are vital factors in
the price, but none of these sea-side costumes
can be equalled elsewhere at the same figure.
You may as well call and see them—it's a free
show. No need to buy unless you are after a
bargain.

HOOK & EYE,

Dry Goods Emporium.

For a Grocer—(By Sidney C. Lewis).

The WORLD'S FARE IN OUR STORE

is as worthy the
attention of
Blankvilleans as

The WORLD'S FAIR AT CHICAGO.

Tea (China, Japan, India,) Coffee (Arabia, Java, Brazil, U. S., Canada,)

Canned Goods (Mexico, Central America,)

Cocoa (Cuba, South America,)

Sugar (Cuba, South America,)

and innumerable other things from
every country in the world.

If any salesman makes you think a purchase
different from what it is, bring it back and
get your money.

OUR OBJECT is to get pure goods and
satisfy our customers with them.

JEFFERSON & DAVIS,
MAIN STREET,

AN IDEA IN RETAIL ADVERTISING.

In my several articles as to the profits in the retail drug business, I found, in collecting statistics for the information in them, the same story was told by nearly every pharmacist, "that there was no way to increase the regular drug business, it was surely regulated by the demand, that the public would not buy medicine, no matter at what price it was sold, except it was wanted for immediate use." But after a careful investigation I found that the average drug store sold nearly half its goods by the advertisements of the manufacturers. If the pharmacist, by distributing the advertising matter for the various wholesale makers, creates a business for them as well as for himself, why should it not pay him to create a business for himself without giving the larger per cent. of the profits to others? I don't mean that I would suggest that he put up or have put up for him a full line of patents, but keep and advertise his novelties in the sundry department. No department of the business pays as good a profit, yet the average sale of sundries will not equal 12 per cent. of the actual business. If there is any way to increase the only part of the business which is profitable, surely advertising will do it. There are so many different ways of advertising that each one will have to be guided by his own judgment. There is no reason why novelties in advertising should not be successfully carried out by the pharmacist. Among the several novelties in pharmaceutical advertisements, and quite successful ones, was the one of Messrs. Sorrells & Carr. I suggested the idea and have never heard of its being used by any other firm.

MESSRS. SORRELLS & CARR

OF THE

PARLOR DRUG STORE

Want every Little Girl in the city to bring her Doll to the Parlor Drug Store, between August 15 and September 1. The dolls to be placed in the store window on exhibition, and to stay for one week after September 1.

They will give a cash prize of Five Dollars to the prettiest dressed doll. To the second, Three Dollars; to the third, Two Dollars; and to the fourth, One Dollar.

For the first hundred Dolls brought to the store, they will give a bottle of perfume free to each little girl.

No names must be placed on the dolls in any way, as each Doll will be numbered and a corresponding number will be given to the

owner of the Doll. So there will be no trouble for each owner to get her doll.

On September 7 the Prizes will be awarded, and the Dolls winning the prizes must stay until September 15.

Another plan would be to ask for original designs in satchel bags, and offer a reasonable remuneration for the designs selected. Window displays are good mediums also.—*Wm. B. Lillard in American Druggist.*

MORE ABOUT "OUR BROTHER IN RED."

NEW YORK, August 3d, 1893.

Editor of PRINTERS' INK:

It appears to me that the conclusions published in your issue of July 26th, concerning what is termed "An Interesting Case," and which refer to the circulation of *Our Brother in Red*, are erroneous. The Directory offers to pay a reward of \$100 for positive proof that the "Directory has been imposed upon by, first, an untruthful report, and thereby led to assign a rating which is not in accordance with facts."

Now, there is nothing to prove that the report from the publisher of *Our Brother in Red* is untruthful. The publisher gives his exact issue for fifty-three weeks and says it is "the total number of copies printed in the entire year." He adds, "when divided by fifty-two, the average issue is 1,820 copies;" but he does not say that the fifty-two indicates the number of issues in the year, and his previous statement covering fifty-three weeks shows that he did not mean it.

He followed the form given in the circular letter, issued by the Directory, which publishers were requested to follow when furnishing a yearly statement. It reads thus: "The total number of copies printed in the entire year, 39,248, when divided by fifty-two, the number of issues, shows the average issue to be 7,546 copies."

You will note that he simply omits the words, "the number of issues," because it would have been untruthful to include them.

The itemized circulation statement made by this publisher stands proved thus far. Nothing conclusive is shown which contradicts the correctness of his circulation, as given week by week for fifty-three weeks consecutively.

Hence I submit, first, that this was not an untruthful report; second, the Directory was not led thereby to assign a rating which was not in accordance with facts. The conclusion is obvious. As the report was not untruthful, and the Directory was not thereby misled, there is no claim substantiated upon the part of Barnhouse for the \$100 reward.

FACTS.

A LAWYER'S ANNOUNCEMENT.

From an Exchange.

Lawyers and doctors are not supposed to advertise beyond the mere announcement of their professions and the location of their offices. This curious advertisement appears in Hubbell's Legal Directory for 1893: "James L. Brown, attorney, Oklahoma City, Oklahoma. Twenty-five years' experience. Collected thousands of dollars and never failed to remit within forty-eight hours. Never drink or gamble. Plenty of property to pay all liabilities. Insolvencies and transfers to defraud creditors a specialty."

AN IMPUDENT LITTLE BUREAUCRAT.

From the New York Sun.

And now another nice young man, a clerk in the office of the Third Assistant Postmaster-General, wearing a blue sash, a sixty-eight cent outing shirt, and white flannel trousers, probably, is seeking fame as a humorist by writing impudent letters to a New York publisher.

Ramon Velez & Co. have for five years been publishing a paper, the *Revista Popular*, and have had all that time the privilege of sending their paper through the mail as second-class matter. This privilege was granted after the usual formal application and the entry of the paper in the New York Post-Office as second-class matter. But on June 24 last, without notice or explanation, the publishers were informed by Postmaster Van Cort that the Third Assistant Postmaster-General had decided that the *Revista Popular* must pay third-class rates, "one cent for each two ounces or fractional part thereof, by postage stamps affixed."

In consequence of this notice, the publishers wrote to the Third Assistant Postmaster-General, stating that the *Revista Popular* was established in October, 1888, had been published part of the time as a monthly, part as a weekly, had more than four thousand paid subscriptions, was, by its circulation in the West Indies and Mexico, Central and South America, extending the trade of its New York advertisers, and devoted a considerable amount of its space to such news and literature as is generally considered acceptable matter for weekly or monthly publications. Would the powers that be kindly state why the paper was now put out of the list of second-class matter?

In answer to this, Ramon Velez & Co. received a characteristic departmental letter. It stated that the privilege of second-class matter was denied because "an examination of the publication shows that it is devoted largely to advertising goods for sale by you."

The publishers searched the postal laws with great care and diligence, but not a line or word could they find stating that Ramon Velez & Co. could not advertise in the *Revista Popular* to a "large" or any extent.

But thinking they might have run contrary to some unwritten law of the Post-Office clerks, the publishers wrote again, politely asking that the Department state more definitely the degree of the publishers' offending, and promised to make any alteration in the form or matter of the *Revista Popular* which the authorities required to bring it within the legal requirements for second-class mail matter.

It was this letter, written by a firm desirous to conform to a law they had offended unknowingly, if at all, that was turned over to the nice young clerk, who is distinguished from his fellows by the initials "D. C. F." Mr. D. C. F. composed his blue sash and his mind, and this is what he wrote and probably thought himself real devilish for writing:

R-61-93.

POST-OFFICE DEPARTMENT,
OFFICE OF THE THIRD ASSISTANT POST-
MASTER-GENERAL,
WASHINGTON, D. C., July 24, 1893.

Messrs. Ramon & Co., New York, N. Y.:

GENTLEMEN—Replying to your letter of the 19th inst., I beg leave to state that it is not the province of the Post-Office Department to instruct publishers as to the amount of advertising permissible in their publications, but to determine the rate of postage chargeable

thereon when it is presented for mailing. This office has, therefore, no suggestions to make as to the proposed modifications of the *Revista Popular*. Very respectfully,

KERR CRAIGE,

Third Assistant Postmaster-General,
D. C. F.

Now, what is bothering the publishers of the *Revista Popular* is this: If a department clerk has the right to interfere with their business, and then impudently declines to suggest how that business can be modified to suit the clerk's views, in order that the business may be carried on, what are the publishers to do? Just here the following from the report of Congressional proceedings on December 12, 1892, is interesting:

Mr. Amos J. Cummings, New York, offered for reference a resolution reciting an editorial in the New York *Sun* of the 30th ult. headed, "Outrage by the Post-Office." This editorial charges that clerks in the Department at Washington are in the habit of excluding newspapers from the privilege of being carried in the mails as second-class matter without previous notice to the publisher that such action is intended; and, further, that "it has been discovered that there are persons residing in the national capital who will attempt the adjustment at difficulties of this sort for money consideration, and seek employment on the score of influence possessed with persons occupying responsible positions."

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

CLEAN advs. wanted for WEEKLY BREAKER, Long Beach, Cal. Price, 5c. line.

STOCK cuts wanted, not to exceed 588. Cat. and prices to Box 175, 38 N. Broad St., Phila., Pa.

WANTED TO BUY—Names to send sample copies to. Box 175, 38 N. Broad St., Phila., Pa.

ILLUSTRATED features for newspapers. Send for latest circulars and proofs. Special work to order for boom editions. Address CHAS. W. HARPER, Columbus, Ohio.

TO NEWSPAPER PUBLISHERS—How much for a two-line advt. in your paper one issue, four issues or eight issues? Address "ADVERTISER," Box 230, Sidney, Iowa.

WANTED—Traveling man covering wide extent of territory, familiar with advertising matters, to handle a very profitable side line. No samples. Address Box 625, Columbus, O.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

WANTED—To take editorial or business charge of newspaper, on salary. Ample experience and references. Address GEORGE REDWAY, 1210 F St., N. W., Washington, D. C.

EMBOSSING attracts trade. Ideas on every E one of the 160 pages (9x12) of "A MIST OF HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL & CARY CO., Embossers, Holyoke, Mass.

NOTICE—A good all-around printer, who can furnish reliable reference as to his reliability, sobriety and trustworthiness, can secure a permanent situation, at good wages, in the office of the Gloucester Co. Democrat, Woodbury, N. J.

WANTED—A reliable, hustling business manager as partner for one of the finest little job offices in Pa., publishing Sunday paper. Too much business. Don't answer unless you can command \$4,000. "THE SUNDAY," care Printers' Ink.

A NO. 1 circulator wants position on good daily paper as circulator or manager. Have thorough knowledge and experience in every department pertaining to the business and circulation departments. The best of references. Address "CIRCULATOR," care Printers' Ink.

QUESTIONS on any subject answered by mail, 50 cents each. Press clippings from any section of the world, 50 cents each. Speeches, essays and literary articles prepared and typewritten, \$2.50 per 1,000 words. Address JOEL SHOMAKER, Manager Press Clippings, Intelligence and Literary Bureau, 83 F St., Salt Lake City, Utah.

WHAT can we do for you in Washington! Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured and news articles prepared, and business transacted with the Department. Save yourself a trip to the Capital by writing to the ASSOCIATED INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

GENTLEMAN of ten years' experience business manager bright daily paper, practical, good acquaintance among advertisers and advertising agencies, will undertake special representation of a select list of papers in N. Y. and the East, or generally if desired, on basis of salary and commission. Further particulars on correspondence. Address "A. S. F.," P. O. Box 235, Boston, Mass.

CORRESPONDENTS WANTED—Everywhere! Bright young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Articles of substantial value will be paid for in cash. Address all communications to PRINTERS' INK, New York.

We want an Agent, in every city and large town, to whom we may from time to time apply for information as to the relative standing, influence in the community, circulation, and consequent value to advertisers of the various newspapers issued in the place or vicinity. Neither the service which the agent will be called upon to render nor the compensation for the same can be very great. The agent must be of good character and have a respectable standing in the community. A reporter, a pressman or a local merchant (particularly one who advertises), a lawyer or a banker would be competent. Correspondence is desired with persons competent to act, and who are willing to give the service required in consideration of a copy of the Directory yearly (by express) and a paid-up subscription to PRINTERS' INK. Applicants will please address AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

VERSES for ads. "BLACKMER," Oak Park, Illinois.

PRI NT E R S' I N K, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

ADVERTISING MEDIA.

SEATTLE TELEGRAPH.

Our Southern Home, 40p. mo. Immigration journal. Cir'n large, advg. rates low Hamlet, N.C.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 30 cents a line.

"ARIZONA KICKER," largest circulation, best advertising medium. Address S. C. BAGG, Tombstone, Arizona.

ALBANY, N. Y., TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

PR O D U C E R A N D B U I L D E R, Boston, furnishes its advertisers with daily construction requirement news reports. Largest circulation of any New England builders' Journal.

PR I N T E R S' I N K, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

\$10 will pay for 5 lines of advertising 4 weeks in 100 Illinois newspapers having a guaranteed circulation of 1,000 copies per week. CHICAGO NEWSPAPER UNION, 10 Spruce St., N. Y.

C O L U M B U S, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

L E X I N G T O N, Ky.—Chief city of the Blue Grass region. THE LEADER is the only paper issued every day in the year; the only paper printed on a web perfecting press, and the only paper whose circulation is guaranteed in Rowell's Directory. Are you in it?

THE JUDICIOUS ADVERTISER always seeks to attract the attention of the greatest number. By using the SPOKANE CHRONICLE, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

IF you expect to do any advertising this fall or winter, the special fall editions of the People's Home Journal and the Illustrated Home Guest are of sufficient importance to demand your special attention. For the months of September, October, November and December the aggregate circulation of these two publications is guaranteed to be at least 600,000 copies each issue, and the rate for advertising upon six months or yearly contracts is but \$2 per square line per time, less time discounts. This is the lowest rate, circulation considered, at which advertising can be placed in any reliable medium. For further particulars address F. M. LUTTON, 108 Reade St., N. Y.

NO man having goods to sell, who has ever given intelligent thought to the question of advertising them, can help but know that the most thorough medium is to own and issue, at regular intervals, to his trade a paper carrying his imprint and describing his stock. If there is any value in general newspaper advertising, where your advertisement is one of many contending for the same trade, such value must be increased a hundred-fold when your advertisement is the only one and goes exclusively to your possible customers. The year is upon us. Try a paper of your own for one year. It is not cheap. Nothing good ever is. Curtail all other advertising this year. Send to PICTORIAL WEEKLIES CO., 132 Nassau St., for estimates.

A SPECIAL OFFER—For a page advertisement in PRINTERS' INK for the 52 issues that make up a year the charge is \$5.300. We now solicit a page advertisement from you for PRINTERS' INK for the year 1894, and for such an order, at this time, offer the following concession, viz.: The advertising may begin now and appear in all the remaining issues in 1893 without additional charge, thus extending the year over 72 weeks at the price of 52 weeks. For a half-page advertisement the price is \$2.600, or one-half the price of a page. For a half-page order received now the same concession will be made that is offered for an order for a page. For a quarter-page in PRINTERS' INK the price is \$1.300 a year; but we will accept an order for a quarter-page, to be inserted from now till the end of December, 1894, for \$1.300, thus giving 72 weeks at the price of 52 weeks. A two-line display advertisement inserted in PRINTERS' INK for a year costs \$25; but for \$52 we will receive a two-line advertisement, to be inserted from now till the end of December, 1894. Any additional space may be had on the same conditions at \$25 a line for the whole period of 72 weeks. Address orders to PRINTERS' INK, 10 Spruce St., New York.

August 9, 1893.

ADDRESSES AND ADDRESSING.

PR I N T E R S' I N K, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

A NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

SPECIAL WRITING.

DEMOCRATIC "editorial copy." Send for sample. Terms moderate. G. T. HAMMOND, Newport, R. I.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address **SETH THOMAS CLOCK CO.**, 49 Maiden Lane, New York.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

FOR SALE.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. **GAZETTE**, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

NEWSPAPER and job office in town of 1,000 pop. Good business. Address **NEWS-ADVERTISER**, Flushing, O.

4 LINES, \$1; 1 inch, \$3.50; 1 column, \$45.55. 1 page, \$156.50. 50,000 copies **PROVEN WOMAN'S WORK**, Athens, Ga.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

ZE EVERLASTING FRENCH MANGANITE PENS. Used by Monsieur Printers' Ink himself. \$1.50 gross, 15c. doz., freepaid. Try him. **VICTOR JACQUES & CIE**, Pittsburgh, Pa.

EXCELLENT business for sale. Well-established and profitable mail order business, excellent remedy, catchy name, hundreds of commendatory letters and certificates, well advertised in the South and Southwest. Reason for selling, other and larger interests to look after. Address "B. & B.," P. O. Box 357, Atlanta, Ga.

SUPPLIES.

LEVY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

"PEERLESS" CARBON BLACK. For fine Inks, as usual—Pittsburg.

TRY TYPE from **BRUCE'S NEW YORK TYPE FOUNDRY**, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **Printers' Ink**.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

ENVELOPES in any size, color and quality. We can also furnish special or odd sizes. No better goods are manufactured. It will be to your advantage to give us an opportunity to submit prices and samples. Address **H. N. MEYERS**, 125 Chambers St., N. Y.

BILL POSTING & DISTRIBUTING.

WE distribute circulars, papers, samples, etc., and post bills. **GILLAM & GORDON**, Box 298, Pleasant Hill, Mo.

TO LET.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light. For further particulars address **GEO. F. ROWELL & CO.**

ADVERTISING AGENCIES.

WILLIAM HICKS, Advertising Agent. 150 Nassau St., New York.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

If you wish to advertise anywhere as any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

PREMIUMS.

For particulars of an excellent premium, write **W. P. BULLARD & CO.**, Boston, Mass.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. **HOME BOOK COMPANY**, 142 & 144 Worth St., New York.

PREMIUMS and advertising novelties; sheet music, latest and best, good paper, well printed; also beautiful bound collections of music; etiquette, dream, fortune-telling and other books, games, etc., by single 1,000 or carload. Catalogue free. **CURRENT PUB. CO.**, 3943 Market St., Phila.

THEATER PROGRAMMES.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address **ADOLPH STEIN**, 113 E. 14th St., N. Y.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

MISCELLANEOUS.

LEVY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

RIPANS TABULES. Pleasant to take and contain nothing injurious.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **Printers' Ink**.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

MUSIC plates for newspapers. Blocked ready for use. Latest and most popular instrumental and vocal gems. If you want to save composition and boom your circulation, address **CURRENT PUB. CO.**, 3943 Market St., Phila.

NEWSPAPER CATALOGUES.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address **PRINTERS' INK**, 10 Spruce St., New York.

SOME LEADING NEWSPAPERS—Pamphlet of 48 pages. Price, 50 cents. Covers every State, names best Religious, Agricultural or other Class paper in every State; best daily in every large city; best paper in every county; names but one paper, and that is always the one having the largest circulation. Sent by mail for ten cent stamp. Address **PRINTERS' INK**, 10 Spruce St., New York.

PRINTERS' INK.

DAUCHY & CO. ARE ALL RIGHT.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING KOMER, EDITOR.

NEW YORK, AUGUST 9, 1893.

PRINTERS' INK's advice to Congress:
Do it quick—and adjourn.

SEVERAL correspondents have called PRINTERS' INK's attention to orders that are being sent to publishers by an alleged advertising agency, among the conditions of the contract being the following:

Unless this advertisement brings in, as shown by record of orders kept by papers mentioned in the orders, twenty-five per cent. more in cash than the gross amount of this order you are to accept twenty-five per cent. of the amount actually so received by the advertiser in full settlement for this advertisement.

If publishers can be found to accept orders on such conditions, advertisers are certainly justified in believing that the millennium has arrived.

AFROPOS of the statistics of the world's press, as given in last week's issue, the figures presented by Frederick Hudson in his famous "History of Journalism" are of interest. His estimate, which was made in the year 1870, was as follows:

Great Britain.....	1,456
France.....	1,668
Prussia.....	809
Austria.....	650
Other German States.....	467
Russia.....	337
Italy.....	723
Spain.....	306
Belgium.....	194
Portugal.....	26
Denmark.....	96
Norway and Sweden.....	184
Netherlands.....	174
Switzerland.....	394
Egypt.....	7
Africa.....	14
Asia.....	30
Turkey.....	8
Other parts of the world.....	150

Total.....7,642

United States.....5,871

If the growth of the press in other countries had kept pace with that of the United States, the figures would now be four times as large.

R. H. Hart of the Knoxville, Tenn., *Sentinel*, criticises Messrs. Dauchy & Co.'s circular concerning their proposed "Complete Catalogue" of newspapers and periodicals in the United States and Canada—*omitting such as do not insert advertisements.*

He misinterprets the meaning of the concluding words. The papers that will be omitted are those which will not receive advertisements for their own columns. Perhaps he is not so far wrong when he expresses a belief that one paragraph in the circular sent him soliciting an advertisement "is an effort made to force the insertion of the advertisement in their catalogue." It reads: "We feel that the amount of our business past and in prospect with your paper would justify a little reciprocity on your part."

It is apparent, however, that if the Knoxville *Sentinel* does not agree with Messrs. Dauchy & Co. in their view as expressed, it is at liberty to exercise its own judgment in the matter.

It is but fair to inform Mr. Hart that Dauchy & Co.'s "Newspaper Catalogue" is one of the most deserving of the fourteen volumes annually put forth by an equal number of advertising agencies, with the commendable view of duplicating the reliable information which they find so accessible in the pages of the "American Newspaper Directory." Here is a list of firms publishing books of this sort:

Eureka Advertising Agency, Binghamton.	
N. W. Ayer & Son, - - Philadelphia.	
Wm. Wattenberg, - - New York.	
J. H. Bates, - - New York.	
J. L. Stack & Co., - - St. Paul.	
Dauchy & Co., - - New York.	
A. McKim & Co., - - Montreal.	
Lord & Thomas, - - Chicago.	
Dodd's, - - Boston.	
Remington Bros., - - Pittsburgh.	
Pettingill's, - - Boston.	
Chas. N. Fuller, - - Chicago.	
S. H. Parvin's Sons Co., - Cincinnati.	
Palmer & Rey, - - San Francisco.	

The Dauchy & Co. Advertising Agency is one of the oldest and best in the country.

PUBLISHERS' announcements usually constitute a leading feature in the magazines, but in the August *Century* Harper & Bro. are the only outsiders to have a page advertisement. Why is this?

THE articles now appearing in PRINTERS' INK, which attempt to deal with comparative influence, character and circulation of local newspapers, are prepared on the spot by intelligent observers. The writers are competent to form an opinion, and that opinion is given for what it may be worth. In one instance alleged errors gave occasion for the preparation of a second and more interesting article which tended, after all, to covering the field with thoroughness rather than to unearthing any mis-statements in the preceding review.

MR. CHAS. H. FLETCHER, of Castoria fame, believes that stringency of the money market does not affect the value of advertising. He continues to advertise as much as ever at the present time, notwithstanding the general dullness in business circles, and to a PRINTERS' INK representative he stated that he was always ready to make contracts with newspapers if the right terms could be had. Mr. Fletcher advertised right through the financial panic of '73, and his experience at that time has given him a firm confidence in the steady and unremitting use of printers' ink. Even though, during times of deep financial depression, returns fall off slightly, he believes that the after results more than make up for the setback. Castoria is a successful article and Mr. Fletcher is a man of long advertising experience.

COL. ALBERT A. POPE, the bicycle man, has been interesting himself in a number of reforms, notably the good roads crusade and another for the purpose of detecting errors in school-books. Prizes have been offered to excite interest and circulars sent to the press generally, resulting in a number of commendatory editorials appearing in leading papers. As is perfectly natural and proper the good colonel and his celebrated bicycle have been incidentally mentioned in these articles. The *School Board Journal* prints an editorial and a cartoon intimating that his interest in these reforms has been actuated by a desire to obtain free puffs. Even if this were so, PRINTERS' INK fails to see any harm in it. An agitation of such subjects is likely to do much good to the general public, and if the proprietor of the Columbia bicycle is willing to spend time and

money in the cause, why should any one begrudge him the publicity that a discriminating and far-sighted press is willing to confer?

The Chicago *Nexus* announces that it has added to its staff an advertisement writer, whose services are at the command of any advertiser in the paper. Any one who wants to see how well the system works when the writer is a man of ability, should examine a file of the Washington *Star* since Mr. Hungerford has conducted such a department for that paper. The advertisements are not only catchy but are exceedingly readable.

IN adopting our ready-made advertisements many retailers make slight changes or additions to suit their particular needs. A rather amusing case occurred in an issue of the St. Cloud *Journal-Press*. A furniture dealer adopted the ad headed "June, the month of weddings," which contained suggestions for wedding gifts. At the bottom he added the announcement, somewhat *mal-apropos*: "We are making sweeping reductions on our large stock of baby carriages this week."

ADVERTISING IDEAS.

Manufacturers' Life Insurance Company, }
TORONTO, July 27, 1893. }

Editor of PRINTERS' INK:

I inclose you herewith some advertising matter and also mail you a copy of *Our Monthly*, which I have edited for the last three years.

A weekly newspaper published here has stated that I will "presently have the proprietors of PRINTERS' INK or the funny man of the Akron Rubber Works down on me for imitation."

Will you kindly say by return whether the charge is true or not, because I am not aware of imitating or having imitated anybody.

Yours very truly, GEORGE MOFFAT.

We have no objections to any one borrowing any ideas that he may find in PRINTERS' INK. That is what we are here for—to make ourselves useful. If the ideas are good, the person who borrows them need not be ashamed either.

THIS POSITION IS SOUND.

We at all times maintain that if there are any inducements to be offered to advertisers they should be given to the local advertiser. — *Hasleton (Pa.) Standard*.

ADVERTISING FOR WOMEN.

(THIRD PAPER—ABOUT TRADE-MARKS).

By Virginia Frazer.

"I wish you would step in at Woodman's and order a package of cocoa," was said to me a day or two ago as I was about starting out.

"Very well," replied I, "any particular kind?"

"Oh yes," was the quick answer, "be sure to get—er—well I forget the name,"—a pause—"the woman with a cap on!" And I got the right cocoa and the inspiration for this little dissertation.

The housekeeper quoted is, like thousands of others, interested in the article, not the name of the manufacturer, and a picture or trade-mark of some sort seems to be so much more easily remembered than a firm name. Our housekeeper felt on quite friendly terms with the woman with a cap on, through years of association.

The food people seem to realize this fact more fully than those in other lines.

I recall another case in point. A young lady at a picnic particularly relished some deviled meat that a friend had in her luncheon basket, and asked the name; being handed the can she read the name aloud and said, "I'll remember it," but she didn't, and a short time afterwards, wanting to purchase the article, she went to a grocery, and although the clerk repeated the list of all the leading brands, she did not recognize the one she wished, but thought she would know the can, and, sure enough, immediately remembered a certain small but emphatic trade-mark belonging to a brand twice mentioned by the salesman.

I suppose a man would have avoided all this by taking out his note-book on the spot, and making a memorandum of the name of the goods, where it was made, and the price thereof, but we are talking about the way a woman does it.

A trade-mark, in my opinion, is of almost incalculable value, if not an absolute necessity to the large advertiser, provided, first and always, it be so original and distinctive that it is bound to call attention to the article in question.

It may be argued that a trade-mark is of no use to a dry-goods or other firm, selling only from a common center; possibly not, so far as purely local trade is concerned, but I once heard of a case where a country woman,

after spending half an hour looking for "her store," with which she had been trading by mail for several years, said, in reply to the direction, "Cloak, Suit & Co.'s is that large white building in the next block," "But they have a big flag with the name on flying from the front, on the catalogue." Instead of asking for the name, she looked for the flying flag, which, so far as she was concerned, was their trade-mark. That flag existed only in the brain of the enterprising publisher of the catalogue.

I used to wonder why so many merchants wasted valuable space with cuts of their buildings, but a little experience of my own showed me that, under certain conditions, a picture of the house may serve as a trade-mark, and a good one.

It was the first time I had to find my way about New York City alone, and I wanted to go to O'Neill's. I was put out of the cars quite a distance beyond my destination, in the pouring rain, and to tell the truth, as I stood on the corner of a strange, noisy, crowded street, I did not know which way was which, until in looking about, my glance happened to alight on a gilded dome up the street, the one familiar sight within view. I had never seen O'Neill's "ad" without a cut of their house with the gilded domes. A cut as distinctive as this makes an excellent trade-mark, but then, of course, all buildings have not gilded domes, and unless they possess some other particularly attractive or distinguishing feature, the purpose of a trade-mark is not served in their use.

Don't be afraid to spend time and money upon this small but important detail of your business, remembering that it may last a century.

And, because it is not a thing only of the moment, I do not think well of a catch-line, a phrase, for this purpose, unless it be something that will sound as well during all the next fifty years, as when adopted.

Whenever possible, give the advertised article a name, which may also serve as a trade-mark; the shorter, the better, and it should both sound and look well. Be careful to avoid the mistake of having it made so elaborately that its force is lost; the average trade-mark has so many artistic frills to it that the business idea is entirely spoiled.

Nor is it enough that the trade-mark be striking and original, it must attract

rather than repel; the man with his neck cut off is striking enough, but he strikes the wrong way, to my mind; and, while it may be true that we don't all think the same way, still the average woman likes a pretty picture, and will read an advertisement that appeals to her eye for the same reason that she turns over the pages of a book to see if it looks conversational and interesting—if anybody knows why that is.

I never see the "Shawknit" trademark without giving it a second glance, and the "Fontaine" people's "can't tear 'em," is new every time I open the advertising pages.

If imitation is the sincerest flattery, then Dr. Warner is a very much flattered man, for his original and very attractive cut has been closely imitated by at least a half dozen other corset manufacturers.

Who has not a smile for the "Little Cook," while for daintiness, what could excel the quaint demoiselle of Recamier fame?

On the other hand, why do not the Szodont people take away the solid black background that spoils their girl of the pearly teeth? And I wish that the man who constantly invites us to "Study Law at Home" would have a new trade-mark made out of his old one. His idea is too good to be ruined by a cross-eyed cupid.

A LESSON OF DULL TIMES.

By William O. Stoddard.

If Noah's flood was what it is believed to have been, or nearly so, and if all the tribes of the earth's present population are to date their origin accordingly, something parallel is to be found in the record of financial panics and seasons of depression.

Recent researches have shown that a surprisingly large proportion of the old mercantile great houses of New York made their beginning in the disastrous days of 1836-7.

Precisely similar is the report concerning the panic of 1873, and it is remarkable how many business successes grew up from the ashes of the Chicago fire.

There is now another season of temporary depression, and a large class of prudent men declare that it is the right time to hold back or sit down. For them, perhaps, it is, but for the other class of men who are to control the business of the future, it is not so.

They are more likely to take a lesson from the past and push forward.

In the dead lull of all enterprise which followed the outbreak of the civil war, in 1861, a house in the dry goods trade, whose business for the previous year had been over thirteen millions, was forced to suspend. Losses had been enormous. All Southern credits were wiped away. Banks refused discounts. Customers seemed to be paralyzed at home. It was a manifest time to go out of business. "Not so," said the head of the house; "it is the time to go forward."

The firm name was out upon a vast amount of paper, but a settlement was obtained and the house went on to take the rising tide. Within three years its annual sales reached seventy millions, and it is standing now.

Examples might be multiplied, but the truth seems plain that every hand letting go of opportunities leaves room for some other hand to take hold, for the business of the country must and will be done. Moreover, there is a kind of energy developed or brought out by the trials and demands of hard necessity, which soon becomes a power in the next general effort which lifts all into better times.

THE BOSTON DAILIES.

A Boston man, who has an opinion to express, characterizes the Boston dailies as follows:

Boston Herald—best general real estate and all-round advertising medium.

Boston Globe—best general medium for reaching working class.

Boston Journal—best for high-class merchandise.

Boston Advertiser—best financial.

Boston Transcript—high-class real estate.

Boston Traveller—church and religious matters.

Boston Post—cheap sports.

Boston Record—no particular line; mainly used on cars to and from home.

THE MAHARAJAH.

Howard's Column in the New York Recorder.

The only picture I have seen which looks in the faintest degree like our copper-colored friend, Maharajah of Kapurthala, adorns the first page of *PRINTERS' INK* of the ad of August. It is not only a good picture, but an admirable portrait.

"What's the subscription price of your new paper?"

"Two dollars a year."

"Is it intended for any particular class of readers?"

"Yes; it's for those who have two dollars."
—*Truth.*

NEWSPAPERS OF BOSTON, MASS.

[Written by an observer from another city, who went to Boston for the purpose of forming an opinion on the spot, based on what he saw and what people told him. For a catalogue of the papers the writer referred to the American Newspaper Directory for 1893.]

The metropolis of New England and third commercial center on the Atlantic coast is well equipped with daily newspapers. Three of the more important morning papers, *Herald*, *Globe* and *Journal*, come out with later editions during the different parts of the day, supplying the reader with a whole paper containing the news up to within a few hours of his purchase. A characteristic feature of these dailies is the fact that advertisements placed at any hour of the day will appear in all editions issued during the subsequent 24 hours, thus giving the advertiser the benefit of the early purchaser as well as of the afternoon shopper.

In the matter of circulation, one has a tough job before him when he tries to arrive at the bottom facts outside of press-room figures. But, as far as such figures go, the *Globe* is in the lead, with an average circulation of 186,905 for its daily edition and 167,930 for Sunday. Mr. Chas. H. Taylor, Jr., will prove these figures to anybody who will care to know. The *Herald* comes next in point of circulation, with its 154,603 daily and 129,194 Sunday average, although the ever monotonous yell of the news-lad will put it, "Mornin' papers, 'Rald 'Lobe," notwithstanding the *Globe's* higher figures. With its 63,583 daily and 11,680 weekly actual average figures, the *Journal* is justly entitled to the third place among the morning papers. In a recent interview Mr. O'Meara took pains to show me that these figures represented copies printed in good faith, and that the weekly mostly went to individual subscribers, not over 200 copies being sold through newsdealers. When it comes to a distinction between quantity and quality of readers, the *Journal* stands a fair show.

For a Democratic penny paper the *Post* is steadily coming up under the editorial management of Mr. E. A. Grozier, its present proprietor. The Directory rating, D (exceeding 17,500), can now safely be changed to B, as the daily will average 57,531 copies. The weekly may stand F, as an average circulation of about 10,000 copies is claimed for it. Mr. Grozier just added to his press-room a Hoe "Jumbo" press, capable of turning out 24,000 copies an hour.

The *Advertiser*, the oldest daily in Boston, contends with 14,000 morning and about 7,000 weekly circulation.

The *Evening Record* has the largest circulation of any independent evening paper in New England, with its 90,000 copies. It is a bright penny paper.

The *Traveller*, I think, is entitled to a rating for its daily of about 23,000. For the weekly not exceeding 7,500 copies are claimed.

For an evening paper of the well-to-do class the *Evening Transcript* has its place, with about 21,000 daily circulation, notwithstanding that it is the highest-priced daily in Boston. About 3,500 for the weekly will not be putting it too low.

Der Telegraph is the only German daily paper in and around Boston, with a circulation of about 1,900. The weekly edition, New England *Staaten Zeitung*, probably just exceeds 4,000 copies.

The *Daily News* is a thing of the past, and

the *Evening Telegram* is a new-comer as an eight-page penny evening paper.

The watchword of the Sunday weeklies in Boston is "mum" in the matter of their circulations. But a careful investigation will point to the conclusion that the *Saturday Evening Gazette* prints not less than 10,000 copies.

The *Budget* probably falls in the same line, although the publishers claim somewhat higher figures.

Times, *Beacon*, *Courier* and *Home Journal* will, I think, be at home in class G (exceeding 4,000). For, with the exception of the *Times*, which prints 7,000 copies, the others, very likely, would not differ much either way from the 5,000 line.

The *Boston Ideas*, a new paper, established last year, prints from 3,000 to 5,000 copies, according to the demand.

The *Commonwealth* does not claim over 5,000 circulation.

The *Commercial* has about 8,000 circulation, and carries a good class of readers.

Other weekly newspapers are the *British American Citizen* (6,900), the *American Citizen* (5,700) and the *Democrat* (7,500).

The *Pilot* and *Republic* are both Roman Catholic weeklies, and devoted to Irish interests. A guaranteed circulation of 70,000 is claimed for the former, while the latter contends with 41,386 actual average circulation.

The *Courant* (colored) probably falls in class J (exceeding 800).

The *Index* (about 1,500) and the *Labor Leader* (about 4,200) are two labor papers in this city, the former being the official organ of the Knights of Labor in the State.

Shooting and Fishing is the outgrowth of the old *Rifle*, and prints 7,000 copies every week.

Bicycling World, the official organ of the L. A. W., has climbed up to 38,700 actual circulation.

The sensational weekly, *Illustrated Police News*, has no figures to give, as it does not insert ads.

Among the papers intended for young people and family, the *Youth's Companion* shines with its universal circulation of 574,340 copies actual average.

Then the *Yankee Blade* and the *Woman's Home Journal*, by the Potter Publishing Co., come in with 104,000 and 55,000 circulation, respectively. The affairs of this company are in the hands of an assignee just now.

True Flag is noted for its good, clean stories, and after 42 years of uninterrupted existence, is experimenting with some select ads in the last column of its third page. Its circulation cannot fall much below 7,500 copies.

Littell's Living Age, weekly (4,000), and *Spare Moments*, monthly (7,000), are also intended for family reading, the latter being published as a side issue of the *New England Grocer*, and sent to same subscribers.

Frank Harrison's Family Magazine guarantees a monthly circulation of 30,000.

No issue of the *Waverley Magazine* is claimed to be less than 20,000 copies weekly.

The *Social Visitor Magazine* puts its circulation nearer 25,000 than 20,000.

Cheerful Moments, established last year and intended for all-around literature, claims 90,000 to 100,000 circulation. This statement is backed up by a post-office receipt of \$90.10, at 10 copies to a pound.

Boston has a weekly illustrated humorous paper, *Every Saturday*, started in June. It promises a bright future. Nothing can be said about its circulation at present, but I see it everywhere, and apparently it is selling fast

at five cents. It is said to be the only five-cent humorous weekly illustrated paper in this section of the country.

St. Botolph comes in as another new pictorial weekly.

Among the papers of the household class the *American Nation* comes in with 75,000 circulation and the *Whole Family* with from 75,000 to 100,000, but not all to actual subscribers. With other household publications the Directory ratings stand correct.

With financial, commercial and other trade papers, as far as I could ascertain, the circulation of the *Financial and Commercial News* exceeds 4,000 copies, and that of the *United States Investor* 8,000.

The *American Horse Breeder* claims a circulation of exceeding 20,000.

The *Boot and Shoe Recorder* covers a good field in the trade, and probably is entitled to F rating, with its 7,800 average weekly circulation.

The *Brickbuilder*, only paper in its line in New England, averages about 5,000 every month since started last year.

The *Engraver and Printer* claims 4,000 monthly circulation, and I do not think it exceeds it.

Real Estate Record and Building News has probably somewhere near 3,000 circulation.

The *American Architect and Building News* is an architectural publication, with illuminated plates. I doubt if G (exceeding 4,000) is its class.

The ratings of the other commercial and trade papers in the Directory are what they should be.

Among other class papers the *Knights of Honor Reporter* is entitled to class B, its actual average circulation for the past year being 40,280 copies.

Bostoner Anzeiger, a German weekly, printed in Philadelphia and published in Boston, sends out 1,500 copies to regular subscribers.

New England Courier, printed in German and English, and containing also matter to interest the Jews, has a circulation of from 1,500 to 1,800.

Oesterns Veckoblad, a Swedish paper, has an average circulation of about 5,000.

The *Argus* is another Swedish paper here. The *Nurse*, devoted to the care of the sick, has about 1,500 circulation.

Among the musical publications the *Leader*, devoted to band music, comes in with 15,000 circulation, the *Folio*, by White, Smith & Co., with 4,500, and the *Organ* with 1,000.

Galop is a dancing paper, by Prof. Masters, with probably H circulation.

Timely Topics, is printed under different titles and sold to advertisers in various parts of the country. About 100,000 copies.

North comes in the same class, with 20,000 circulation.

Profitable Advertising, I understand, issues 5,600 copies every month.

Coin Collectors' Herald, a quarterly, eight-page publication, devoted to numismatics, has its smallest issue 3,000 copies.

Other class papers in the Directory have their correct ratings.

Of the papers of the juvenile class the *Fansy* will stand the rating C, as the average issue is 25,000, and never less than 20,000. The *Young Idea* probably does not come up to the mark H (exceeding 2,250).

Among philanthropic papers or organs of charitable institutions *Orphan's Bognet* and *Angel Guardian* has 12,000 weekly circulation, *Orphan's Friend* 65,000 quarterly,

Working Boy 70,000 monthly, *Advocate and Report* 7,500 quarterly.

Woman's Voice (3,000), *Woman's Column* (16,000), *Woman's Journal* (5,000), are papers devoted to woman's rights.

Temperance Cause and Our Message have a monthly circulation of 7,500 and 4,000, respectively.

New Nation, edited by Mr. Edward Bellamy, can have the full benefit of 5,000 weekly circulation.

Among the monthly literary magazines the circulation of the *Arena* should be put at C, as it well compares with that of *North American Review*, and is nearer 30,000 than 20,000.

The *New England Magazine* has been purchased by Mr. Warren F. Kellogg, and is published now at 5 Park square. Mr. Edwin D. Mead continues as editor, and its circulation at C (exceeding 20,000) is probably right.

The *Atlantic Monthly* can stand a grade higher rating at D, as they print 18,000 copies now, I am informed.

Donahoe's Magazine, under the editorial management of Mr. Thomas C. Quinn, has increased its circulation somewhat, and I think its present circulation exceeds 16,000 copies.

Harvard Graduates' Magazine is a literary quarterly, intended for the class indicated in its title. Probably the number of its readers is very limited.

The ratings of other magazines in the Directory stand correct, as far as I could ascertain.

Of the scientific publications the *New England Bibliopolist* prints 250 copies quarterly; the *American Meteorological Journal* touches class K (exceeding 400); the *Philosophical Review*, edited by Prof. J. G. Schurman, president of Cornell University, J (exceeding 800); the *Journal of Economics*, average 1,500; *New World*, exceeding 800; *Employer and Employed*, about 20,000.

The *Classical Review* is published in London, England, and Ginn & Co. are the American agents.

The *Political Science Quarterly* has been removed from New York to Boston.

The religious publications form a prominent feature of the Boston press, quite a number of them having a general circulation throughout the country.

Among others, the *Junior Golden Rule* (17,000), the *Light Bearer* (8,000), *Our Sunday Afternoon*, weekly and bi-weekly (both exceeding 20,000), *Sunday School Quarterly Series* (varying from 250,000 to 425,000), *Cottage Hearth* (exceeding 20,000) and *Young Men's Magazine* (2,500) are evangelical or inter-denominational publications.

Of the Congregational publications the *Missionary Herald* is entitled to 25,000 circulation, *Life and Light for Woman* 15,000, *Mission Day Spring* 13,000, *Pilgrim Quarterly S. S. Series* 520,000, combined, *Pilgrim Teacher* 14,000.

Our Day Spring (Free Baptist) has about 3,500 circulation.

Heathen Children's Friend (13,800) and *Heiden Frauen Freund* (1,800) are among the Methodist-Episcopal publications.

World's Crisis (9,500) and *Blessed Hope* (exceeding 7,500) are among the Adventist publications.

Every Other Sunday is a Unitarian Sunday-school publication of exceeding 12,500 circulation.

The *Christian Witness* has a weekly circulation of 8,000 copies, and belongs in F class, having lately bought the list of the *Highway* of Des Moines, Iowa.

Other religious publications catalogued in

the American Newspaper Directory have correct ratings, as far as I could learn.

Among the educational papers the *Journal of Education* is probably entitled to the rating F (exceeding 7,500).

The *Business Teachers' and Business Students' Journal* prints 1,500, having a mailing list of 1,200.

Other educational papers in the Directory are correctly reported.

Alpha Phi Quarterly is a college fraternity publication, issued by the students of Boston University, and has a circulation of 250 copies.

Among the suburban weeklies the *Dorchester Beacon* has probably H (exceeding 2,250) circulation.

Charlestown has two weeklies, the *Enterprise* and the *Bunker Hill Times*, the former claiming the higher circulation.

I could learn nothing definite about South Boston and East Boston papers, but I think the actual circulations of the majority fall below the minimum of the ratings accorded them in the Directory.

COUNTRY PAPERS OF UTAH.

By Joel Shomaker.

Ogden is the second city of importance in Utah. Although an important commercial center and surrounded by a good country, it has never been a very successful newspaper field. Many enthusiastic journalists have launched out paper crafts, expecting rich returns after many days, but were soon wrecked upon the breakers. The *Standard* is the only daily now in the city. It has a circulation of probably 2,500, with no competitor. The *Post*, listed in the American Newspaper Directory, has been discontinued. The semi-weekly *Standard* has a very good circulation among the farmers of Weber and Cache counties, and is no doubt a good advertising medium in that field.

The *Inter-Mountain Trade Review* is a monthly journal devoted to mining, irrigation, and commerce. It is well edited and neatly printed. The circulation is small, probably not exceeding 500.

The *Journal of Commerce* is a small commercial paper read principally by the local business men of Ogden. The questionable rating of 400, as given by the American Newspaper Directory, is hardly necessary, as it would be a question as to what could be done with more than that number.

Provo ranks next in population and commercial importance. The *Enquirer*, published daily and semi-weekly, is undoubtedly the leading paper. A fair estimate of the circulation would be 1,000 for the daily, and 2,000 for the semi-weekly. The questionable rating, as given in the Directory, is on account of the uncertainty of special issues during the last political campaign. The daily is purely a local sheet, and may be somewhat over-estimated. The semi-weekly reaches a great many farmers and wool men in Utah, San Pete and Sevier counties.

The *Dispatch* is reported as being issued daily and semi-weekly. The former has suspended, while the semi-weekly still holds the field. This is probably rated a little low, or the *Enquirer* is too high. The *Dispatch*, no doubt, does not circulate as extensively as the *Enquirer*, but probably publishes 1,500 copies. Both papers occupy the same field. The *Enquirer* espouses the Republican cause, and the *Dispatch* upholds the Democratic standard.

The *Business Journal* is a small bi-weekly educational magazine, published during the school year by the students of the Brigham

Young Academy. Its circulation is limited to the school and a few friends in the city.

Logan might be termed the fourth city of the Territory. The *Journal* is the official Democratic organ of the county. It has a circulation of nearly 1,000, distributed among the small towns of Cache county.

The *Nation* is one of the neatest appearing country papers published in the Territory. It is the consolidation of the *Brigham City Report* and the *Nation*. The circulation is probably less than the *Journal*, though the paper seems to be gaining in prestige.

The *College Record* is a semi-monthly educational paper, published by the students of the Brigham Young College. Its circulation is small.

Park City is the pioneer mining city of Utah, and when silver was at its best was a very lively camp. It now has but one weekly paper. The *Record* is a very good local mining newspaper, and has a circulation of about 1,000.

Mount Pleasant is a busy little city in the San Pete Valley, one of the principal shipping points on the Sevier Valley Branch of the Rio Grande Western Railway. The *Pyramid* is the only paper. It circulates very generally among the farmers and stock-raisers of several small towns adjoining the place of publication. About 500 copies is a fair estimate.

Manti, the county seat of San Pete county, is not an excellent newspaper town. Its papers have passed through many stormy days. The *Reporter*, after repeated changes of management, will soon appear again as a semi-weekly. Its circulation is near the five hundred point.

Nephi is another county seat that has not been the most valuable field for a newspaper. The *Courier* is issued weekly, and publishes something near five hundred copies.

Brigham City, the county seat of Box Elder county, has been attempting to support two papers until recently. The *Bugler* remains as the pioneer in the field. It has a circulation extending over Box Elder and Cache counties, and numbering, as the editor says in the American Directory, something over 600. The *Report*, given as a contemporaneous competitor, has been removed to Logan and consolidated with the *Nation*.

Coalville is the county seat of Summit county, and supports but one paper. The *Chronicle* is published weekly, and probably does not reach 500 in circulation. It is read generally throughout the county.

Heber, the county seat of Wasatch county, supports a very creditable weekly paper. The *Wave* is a splendid country weekly. It has a circulation among the farmers and cattlemen of about the usual 500 limit to country papers.

Beaver, the county seat of the same christened county, has a very well edited weekly. The *Unionian*, probably, has not over 300 circulation, but is an enterprising, characteristic sheet.

Tooele, the county seat of Tooele county, has a small paper. Its circulation is very small, not exceeding 200 or 300. The *Times* is read by farmers and stock-raisers of the county.

Kaysville, the county seat of Davis county, has a paper not given in the American Newspaper Directory. The *Eagle* has been published for about one year, and probably circulates 300 copies weekly among the farmers of the county.

Bountiful, within seven miles of Salt Lake City, has a local paper. The *Clipper* chronicles the events of the vicinity once per week, and is probably read by 300 people.

Bingham is a mining town, within a few

miles of the capital city. It has the *Bulletin*, issued weekly, and read by 200 or 300 people.

Vernal is the county seat of Uintah county, and has a weekly newspaper representative. The *Express*, formerly the *Papoose*, is not catalogued by the American Directory. It comes from the press regularly, and is probably read by 200 subscribers.

Payson has a daily and two weekly publications. The *Chronicle*, issued daily and weekly, publishes about 500 papers, and circulates them about Utah county.

The *Globe* is not given in the American Directory. It is a small sheet with small circulation, published weekly.

Lehi is the site of the great Utah Sugar Factory, and has a local weekly paper. The *Banner* publishes about 300 copies, which circulate among the sugar-beet growers and others of the city.

Ephraim has a small local weekly paper. The *Enterprise*, with the usual number of about 500 on the list, makes its regular weekly appearance. It is purely local and Democratic.

Eureka has been a lively mining camp till recently. It supports the *Miner*, with a list of about 500. The dimensions of the paper have been cut down to correspond with the reduction in mining interests.

Corinne, in Box Elder county, has the *Caliope*, which toots weekly to probably 250 subscribers. It is booming a new irrigation canal, and expecting subscribers from emigrants.

Price, a growing railroad town in Emery county, has one paper. The *Telegraph* prints probably 300 papers, which are read chiefly by the citizens of Emery county.

Richfield, the county seat of Sevier county, has a small paper. The *Advocate*, quoted in the Directory as exceeding 400, "doubtful," is reported about correct. It circulates among the farmers of the county.

Salina, the terminus of the Rio Grande Western Railway branch, has a bright weekly publication. The *Press* chronicles the local events and circulates among probably 300 people.

Springville, in Utah county, has a spicy local paper. The *Independent* publishes about the usual 500 quota. It is read by farmers and residents of the city.

Spanish Fork has but one paper. The *Sun* publishes about 250 papers, and circulates them locally.

Oasis, in Millard county, has a new paper, which began publication too late for the American Newspaper Directory to chronicle. The *Blade* probably issues 250 papers weekly. They are read by farmers and stockmen of the county.

Brighton, a suburb of Salt Lake City, had the *Star* when the Directory was published. Since then it has suspended publication. It is understood another paper will soon be started.

THE PAPERS OF OXFORD CO., ME.

By W. H. Eastman.

Situated in Western Maine, its entire west boundary joining New Hampshire, connected with Portland, the principal city of the State, by two direct lines of railroad (with a third nearly complete)—is Oxford county. Consisting mostly of a sparsely settled agricultural region, dotted here and there with an enterprising manufacturing village, and having a total population of but 30,586, according to the 1890 census, we cannot expect nor do we find any papers of large circulations. The county is largely peopled by descendants of the old New England stock, and the popula-

tion of to-day is one of marked sobriety, integrity, industry and general intelligence, making a given circulation more valuable to the advertiser than figures alone would indicate.

The *Oxford Democrat*, Paris, now in its sixty-first year, is the oldest paper in the county. It is situated at the county seat, its circulation is gilt-edged, and it covers the entire county more completely than any other paper. The Directory rating, J (exceeding 800), is technically correct, but its circulation presses close to the next higher classification, the actual average for the first six months of 1893 being 2,132.

The next oldest paper is the *Norway Advertiser*, established in 1869. Norway is the second largest town in the county, and contains one of its largest and most prosperous villages. The actual average circulation of the *Advertiser* is given in the Directory as 2,427, and is of course correct.

The *Rumford Falls Times* completes the list of weekly newspapers in the county. It has offices at Rumford Falls and Canton, and for the past six months has had a steadily increasing circulation, averaging 1,223. Its local field is eastern Oxford county, and towns adjacent in Franklin and upper Androscoggin counties. It particularly represents Rumford Falls, the present center of active enterprise in the county, where about one million dollars were expended in development of the water power and other improvements last season.

Garden Notes, East Sumner, which for the past two years has enjoyed the distinction of having the largest circulation of any publication in the county, has been sold and removed to Connecticut.

The *Bethel Telegram*, monthly, is a new paper, of whose circulation I am not informed.

The *Standard Story Teller*, Bryant's Pond, is rated "K" in the Directory, which I presume is correct.

The *Academy Bell*, Fryeburg, is a school paper of small circulation.

NEWSPAPERS OF TOLEDO, OHIO.

By a Toledo Reporter.

Toledo should be credited with fifteen railroads.

1. The *Bee's* daily circulation is fully equal to that of a year ago, and is about 7,500, as near as I can ascertain. Their weekly is about 5,000.

2. The *Blade's* claim, "above 110,000" for the weekly, is probably not far from right. Daily is not on the increase, and their claim of 14,000 is certainly astonishing as compared with circulation of other city dailies, yet I would not undertake to disprove it.

3. The *Daily Commercial* was never in so high favor with the reading or business public at any time in its forty-six years of life. Though this is an "Evening Town," the *Commercial* is doing much to overcome the prejudice against morning reading by issuing a good, clean paper. Their Sunday issue partakes of the popular features of the day, such as a half-tone supplement illustrating local features, etc., and this edition now enjoys a circulation nearly three times that of any other Toledo Sunday paper. The daily circulation is above 4,000; the Sunday about 7,500.

4. The *Evening News* has upwards of 7,000 circulation, but the weekly *News and Farm Journal* is not entitled to a rating above 3,000 in my opinion, this including the *Industrial News*.

5. The daily *Express* has a circulation well up to 4,000, while the weekly has about 6,000.

6. The *Afro-American Standard* is not being published now.

7. The *American* is chiefly noted for its vehement anti-Catholic utterances, and is the organ of the "A. P. A." Its circulation is about 1,200 to 1,500.

8. *Ameryka* is being pushed hard in the Polish field, and has a circulation not exceeding 4,000—3,500 would be nearer.

9. The *Catholic Standard* is not being published.

10. The *Critic* may have 500, but I doubt it.

11. The *East Side Record* is now known as the *Toledo Saturday Record*, and is published by the White Newspaper Concern, Elmer White, editor. There is capital behind the venture, and the aim will be to make a paper for national circulation. The present circulation is 1,800.

12. As stated above, my information leads me to believe *Industrial News* not worthy of rating, being part of *News*, weekly.

13. *Kurjer* has a circulation of about 1,000.

14. The *Leader* has suspended.

15. The *Public Record* (I think changed to *Toledo Record* now) does not exceed 1,000.

16. The *Sentinel* has suspended.

17. The *Sunday Journal's* circulation is not increasing any, its paid circulation not exceeding 2,000.

18. I am unable to learn anything concerning the *Trade Review*, though in active newspaper work here for thirteen years past. It may, however, exist.

19. The *Volksfreund* has a limited circulation of perhaps 1,200—not more.

20. The *Woman's Recorder* has left the city.

21. The *World* has quit.

22. The *Business World* probably issues 2,000 copies. It, however, holds an important position as a trade paper of reliability and weight.

23. The *Tri-Color* is a fraternity society organ, and has not much of a hold—perhaps issues 1,000.

24. The *Tri-State Grocer* has but a limited circulation, occupying same field as *Business World*, with circulation not exceeding 1,000.

25. The *American Gynecological Journal* has about 1,200 to 1,500, I think.

26. Don't know much of *Carew's Game Breeder*, but should say 500.

27. Excuse the name—paper has quit, its name being a handicap.

28. *Gunnels' Monthly* prints 2,000.

29. Never saw *Knight and News*.

30. *Medical and Surgical Reporter* stands well, and has a circulation of 1,500 to 1,800, I should say.

31. The *Medical Compendium* probably has 1,200.

32. The *Ohio Dental Science Journal* prints 1,500.

33. The *Ohio Forester* has 1,000 to 1,200.

34. *Our Own Tidings* is a church paper for gratuitous distribution, and in my opinion not entitled to be classed with newspapers. They probably print 300 to 500.

35. *Our Work* is issued from the same job office and is subject to same criticism, with 800 to 1,000 papers issued and distributed gratuitously.

36. *Telegrapher* is doing nicely and issuing 500 to 600 copies.

37. *Wagar's Official Railway Guide* probably prints 300 copies—not more, I think.

38. *Woman's Medical Journal* prints about 2,500.

The "aching void" in literary circles, is now filled by the *Maumee Lyre*, published last week by a couple of young men who will

find ere many moons that the God of Music and Poetry is entitled to the cognomen of a similar name for having induced these young men to see fame in such a publication.

I would not care to have my connection with this matter of a report known to our people here at home, so kindly respect my desires.

SOME LEADING NEWSPAPERS.

ARKANSAS.

In Conway County, Arkansas (pop. 19,400), the largest circulation rating is accorded to the *Weekly Pilot*, published at Morrilton.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 26,539, by far the largest of any monthly in California.

MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

NEBRASKA.

NEBRASKA FARMER—Lincoln, Neb., is accorded a much larger circulation rating than any other agricultural weekly in that State.

NEW YORK.

THE DOLCEVILLE HERALD is among the (only seventy-nine) weekly papers in New York State to which the American Newspaper Directory accords a circulation of more than 8,000 copies each issue.

In Ulster County, New York (pop. 87,000), the largest circulation rating is accorded to the **FREEMAN AND JOURNAL**, which is the weekly edition of the **DAILY FREEMAN**, published at Kingston. The **DAILY FREEMAN** is accorded a better circulation rating than any other daily paper between Newburg and Albany.

OHIO.

The American Builder: Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 40,964.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

VIRGINIA.

BIBLE READER—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

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FORMS CLOSE ON THE 18TH.

E. C. ALLEN & CO., Props., Augusta, Me.

IN THE FRONT RANK!

THE

New York Recorder.

(MONDAY, 31st JULY, 1893.)

The SUNDAY RECORDER held second place again yesterday among New York dailies in the matter of advertising business. It published $75\frac{1}{4}$ columns of advertisements; the *Herald* stood next and third, with $74\frac{1}{2}$ columns, and the *World* published $100\frac{1}{2}$ columns. These are the assured three leaders of the business race. No New York paper, except the *World* and the *Herald*, published half as many columns of advertising yesterday as appeared in the RECORDER. The papers holding fourth and fifth positions as to advertising published only $66\frac{1}{4}$ columns between them; in other words, their aggregated business was 9 columns less than the RECORDER's single total. The advertising published by the *Tribune*, the *Times* and the *Press*, all put together, yesterday footed up to $77\frac{1}{4}$ columns, and the RECORDER alone published $75\frac{1}{4}$ columns.

That is why the RECORDER takes no stock in the business pessimism of the period. It knows from its own experience—the direct evidence of its own columns—that this is not at all a bad season for business, but quite a lively one, as summer seasons average.

And the RECORDER's circulation is as buoyant as its advertising business. The newsdealers bought 127,771 copies of the SUNDAY RECORDER yesterday, and the usual positive proofs of this robust circulation—the dealers' own orders—are given in this paper.

Miscellanies.

Behind the Times.—"Do you consider the *Evening Hoot* an enterprising paper?"
 "No! Why, its six o'clock edition doesn't come out till nearly five!"—*Puck*.

Visitor (in editorial sanctum, with elevated nose): It strikes me the condition of that towel is not just what it should be—bah!
 Editor (loftily)—Sir, to the pure all things are pure.—*Truth*.

Not at Jokes.—Tracer: Do you suppose that the editors of comic papers ever smile?

Spacer—Oh, yes, when they are not working.—*Vogue*.

"The short story seems to be quite the fad nowadays," said one clubman to another.

"I should say so. It seems to me that nearly every man I meet stops to tell me how short he is."—*Washington Star*.

Which Accounts for It.—Snoggs: What becomes of the engineers who are rejected by the railroad companies because of color blindness?

Woggs—Oh, they get positions on the press as society reporters, and describe the gowns worn at the balls and receptions.—*Vogue*.

Was It an Error?—Whoever dips in Mr. Wheatley's little volume on "Literary Blunders" will probably become suspicious that printers are often waggish in their blunders. Fancy a reporter being made to say, *apropos* of a cow getting on the line in the way of an express, that the engine-driver "put on full steam, dashed up against the cow, and literally cut it into calves."

A Fatal Blemish.—The Poet: How about my poem?

The Magazine Editor—I'm afraid, my dear sir, that it is unavailable. The meter is perfect, the phrases are polished, and the rhymes accurate; but my literary adviser informs me that while perusing it yesterday he distinctly saw what he felt convinced was an idea in it.—*Chicago Record*.

Wouldn't be Recognized.—Managing Editor: Pretty good expression that of yours—"All things to all men."

Modest Assistant—Yes, but I can hardly lay claim to being its originator.

Managing Editor—No? Where did you get it, then?

Modest Assistant—It's from the Bible, sir.
 Managing Editor—Oh, well, that's all right. Nobody in Chicago'll ever get onto it.—*Boston Transcript*.

Surprising News.—Mr. Citimann: Any news up your way?

Mr. Wayback—News! Great Jehos! Don't you city folks read the papers? Why, they're just full o' long articles about my near-est neighbor, the Widder Grasslands. Got her picture in, too—nat'ral as life.

"My goodness! What has happened to her?"

"She's just been cured of a long standin' disease that not a soul of us knew she had."—*New York Weekly*.

Hicks: One of the stores advertises a list of 1,000 new names for girls.

Mrs. Hicks—Stop in and get it; I've called ours all I can think of.—*New York Times*.

Wanted It in Advance.—Poet: Can I see the editor?

Office Boy—Yes, if you'll give me a dime.

Poet—I will when I come out.

Office Boy—Yes, but you won't have time then.—*Truth*.

His Field.—Editor: You are too slow for this work. We shall have to try to get along without your services after this week.

Spaceryt—What do you advise me to go into?

Editor—You might do well as night editor of the Annual Encyclopædia.—*Puck*.

Don't Swear.—A newspaper man, who evidently believes in telling things just as they are, says: "Do not swear. There is no occasion to swear outside of a printing office. It is useful in proof-reading, and indispensable in getting forms to press, and has been known to assist in looking over the paper when it is printed, but otherwise is a very disgusting habit."—*Ex.*

Checkley.—I was taken in very nicely last week, Miss Bertha.

Miss Bertha—How was that? Did you read a patent medicine ad by mistake?

Checkley—Well, it was quite as bad as that. I read a poem clear through before I discovered that it was written by Ella Wheeler Wilcox.—*Brooklyn Life*.

Enterprise.—Timer: I didn't think Spaceryt would hold his place at the Bible House long.

Editor—What was the trouble?

Timer—They put him at work on a new edition, and he made a lot of substitutions. He said most of Solomon's Proverbs struck him as chestnuts.—*Puck*.

Didn't Study Long Enough.—Editor: Did I not tell you we took only breezy stories?

Writer—Well, I've studied the Paris dispatches of the *Herald* for a week, and thought I had breeze enough to blow away any rejection.—*Town Topics*.

An Impossible Frenchman.—Parisian Publisher: *Eh bien!* I have looked over your Memoirs of the Marquis de St. Calembourg. Not so bad; but why have you omitted to say anything of his amours? You must remedy that.

Author—But, monsieur, it does not appear that he had any.

Publisher—*Comment!* No amours! Impossible! Then the book is of no use to us. The public will not buy it. *Pas si bête!*—*Truth*.

Her "Long Suit."—Editor: How did the young lady reporter get along with the ship-launching detail?

City Editor—She got the name of the ship wrong, and most of her figures were in doubt; but she wrote a half-column description of the gown worn by the girl who broke the bottle of champagne, and I used her story to head the fashion page.—*Puck*.